

Perancangan Media Iklan Sabit Photography untuk Memperkenalkan Foto Post Wedding di kota Semarang

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ABSTRAK

Sabit Photography merupakan salah satu rumah produksi yang bergerak dibidang jasa fotografi. Penelitian ini bertujuan untuk mengetahui sistem yang sedang berjalan di Sabit Photography. Masalah yang terdapat pada Sabit Photography adalah rumah produksi Sabit Photography masih tergolong baru dan belum banyak di dengar oleh masyarakat kota Semarang. Masyarakat kota Semarang hanya mengetahui jasa foto pre wedding dan wedding documentation tetapi jarang mengetahui foto post wedding. Maksud dari penelitian ini adalah untuk merancang media iklan Sabit Photography untuk memperkenalkan foto post wedding di kota Semarang. Pengambilan data dilakukan menggunakan cara observasi dan wawancara serta metode pendekatannya adalah metode analisis SWOT. Sebagai alat bantu media utama periklanan adalah instagram. Dan media pendukung adalah brosur, stiker, x-banner, kartu nama, kalender dan paper bag. Hasil yang diharapkan dalam penelitian di rumah produksi Sabit Photography ini dengan perancangan media iklan, jasa foto post wedding dapat dikenal luas oleh masyarakat melalui media iklan utama instagram, karena media sosial instagram memudahkan masyarakat untuk melihat portfolio foto post wedding Sabit Photography dan media iklan pendukung Sabit Photography memudahkan untuk memperkenalkan jasa foto post wedding di kota Semarang.

Kata Kunci : Fotografi, Foto Post Wedding, Media Iklan, Sabit Photography.

Advertising Media Design for Sabit Photography for Introducing Photo Post Wedding In Semarang

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ABSTRACT

Sabit Photography is one of the production house moving in the services of photography. This research aims to know the system that is running on the Sabit Photography. Problems found in the crescent is the home of photography producton Sabit Photography still belongs to new and not photo many people have heard in Semarang city. The community to knows us only Semarang photo pre wedding services and wedding documentation but really know the photo post wedding. The purpose of this research is to design advertising media Sabit Photography to introduce photo post wedding in Semarang city. Data retrieval is performed using the way of observation and interviews as well as the method of his approach is a method of SWOT analysis. As the main media advertising tool is Instagram and the media is supporting brochures, stickers, x-banners, business cards, calendars, and a paper bag. The expected results in the research in this production of this design with Sabit Photography media advertising, photo post wedding services can be widely known by the public through major media advertising Istagram, because social media makes it easy for the public to see portfolio photos post wedding Sabit Photography from Instagram and media advertising supporting Sabit Photography make it easy to photo post wedding services introduced in the city of Semarang.

Keyword : Media Advertising, Photography, Photo Post Wedding, Sabit Photography.